

## Message Text

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43

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 USIA-15 CIAE-00

INR-07 NSAE-00 /045 W

----- 107324

P R 141749Z SEP 76

FM AMEMBASSY LONDON

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 5466

AMEMBASSY PARIS

AMEMBASSY THE HAGUE

AMEMBASSY BONN

AMEMBASSY STOCKHOLM

AMEMBASSY COPENHAGEN

AMEMBASSY BRUSSELS

AMEMBASSY DUBLIN

AMCONSUL BELFAST

AMCONSUL EDINBURGH

FAA BRUSSELS

UNCLAS SECTION 01 OF 02 LONDON 14503

WASHDC FOR OIM/BIC

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: END-OF-SHOW SUMMARY

1. FARNBOROUGH INTERNATIONAL AIR SHOW 1976

2. FARNBOROUGH, ENGLAND, SEPTEMBER 6-12, 1976

3. NUMBER OF EXHIBITORS: 32

4. SALES DURING EXHIBITION:

NTM: 10,030,000 DOLLARS

OTM: 8,530,000 DOLLARS

TOTAL: 18,560,000 DOLLARS

5. SALES PROJECTED FOR SUBSEQUENT TWELVE (12) MONTHS:

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NTM: 52,670,000 DOLLARS

OTM: 204,650,000 DOLLARS (A)  
TOTAL: 257,320,000 DOLLARS (B)  
(A) HOWEVER, 100,000,000 DOLLARS TOTAL OF PROJECTED  
SALES(#)

10. OUTSTANDING SUCCESS STORIES:

EMBRY RIDDLE AERONAUTICAL UNIVERSITY  
EMBRY RIDDLE HAD ENORMOUS SUCCESS IN FIRST VENTURE WITH  
DEPARTMENT OF COMMERCE EXHIBIT PROGRAM.

MR. SHARP, DIRECTOR OF CONTRACT SERVICES STATED THAT  
DURING EXHIBITION, AND IN ADDITION TO EUROPEAN VISITORS,  
HE RECEIVED ENQUIRIES AND SIGNED AGREEMENTS WITH TRADE  
VISITORS FROM ISRAEL, IRAQ, EGYPT, NIGERIA AND UGANDA  
WORTH 1.5 MILLION DOLLARS. HE ESTIMATED THAT WITHIN A  
YEAR ANOTHER 4 1/4 MILLION DOLLARS WORTH OF SERVICES  
AND SPECIALIZED EDUCATIONAL PROGRAMS WOULD RESULT FROM  
CONTACTS MADE AT U.S. PAVILION.

A) NTM B) 1.5 MILLION DOLLARS C) 4 1/4 MILLION DOLLARS  
D & E NOT APPLICABLE.

INTERNATIONAL AEROSPACE INC., LODI, NEW JERSEY  
INTERNATIONAL AEROSPACE INC. RELATIVELY SMALL AVIONIC  
TEST EQUIPMENT MANUFACTURING COMPANY, HAD OUTSTANDING  
IMPACT DURING THE FARNBOROUGH AIRSHOW. MISS LE BLANC,  
GENERAL MANAGER OF COMPANY, SAID SHE HAD NOT EXPECTED  
SUCH A GREAT INTEREST IN TEST EQUIPMENT.

A KEY ELEMENT IN THE COMPANY'S SUCCESS WAS A MULTI-  
INDICATOR TEST SET DESIGNED FOR COMPLETE CALIBRATION  
AND TESTING OF ALL ELECTROMECHANICAL FLIGHT AND  
NAVIGATION INDICATORS. "WE HAVE GENERATED MORE SALES  
POTENTIAL DURING THIS EVENT", SAID MISS LE BLANC, "THAN  
WE THOUGHT WAS POSSIBLE". "IT IS EXPECTED SHE ADDED  
"THAT NEARLY A MILLION DOLLARS WORTH OF BUSINESS WILL  
RESULT FROM PARTICIPATION IN THE U.S. PAVILION".

A) NTM B) 300,000 DOLLARS C) 600,000 DOLLARS D) NIL  
E) 10

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TITECH INTERNATIONAL, INC., PAMONA, CALIFORNIA  
TITECH IS A PIONEER IN PRODUCTION OF PREMIUM-GRADE  
TITANIUM CASTINGS FOR AEROSPACE INDUSTRY, BUT HAD NOT  
ANTICIPATED ENORMOUS INTEREST WHICH WOULD BE GENERATED

NOTE BY OC/T: LONDON 14503 (SEC 1 OF 2) (#)OMISSION IN PARA

9 A. CORRECTION TO FOLLOW.

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INR-07 NSAE-00 /045 W

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P R 141749Z SEP 76

FM AMEMBASSY LONDON

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 5467

AMEMBASSY PARIS

AMEMBASSY THE HAGUE

AMEMBASSY BONN

AMEMBASSY STOCKHOLM

AMEMBASSY COPENHAGEN

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FAA BRUSSELS

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IN FARNBOROUGH '76 AT U.S. PAVILION.

MR. C.P. DAVIES, MARKETING DIRECTOR FOR TITECH IN ENGLAND, SAID "THE MOST PROBABLE EXPLANATION FOR THE TREMENDOUS INTEREST IN TITANIUM ALLOY PRODUCTS IS THAT THE TRADE IS LOOKING TO A NEW GENERATION OF AIRCRAFT WHICH WILL REQUIRE THE SPECIAL CHARACTERISTICS OF THIS METAL". TITECH WAS SO IMPRESSED WITH THE POTENTIAL MARKET THAT IT IS NOW NEGOTIATING TO ESTABLISH MANUFACTURING FACILITIES IN THE U.K.

A) NTM B) 250,000 DOLLARS C) 1 MILLION DOLLARS D) 2

E) 1

11. EXHIBITORS WERE UNANIMOUS IN EXPRESSING GRATIFICATION AT ASTONISHING SALES RESULTS THIS EXHIBITION. OFF-FLOOR SALES FIGURES AVERAGED OUT TO MORE THAN

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500,000 DOLLARS PER EXHIBITOR AND RETURN ON TAX DOLLAR  
EXPENDED THIS EXHIBITION IS MORE THAN TEN THOUSAND  
(10,000) TO ONE ON OFF-FLOOR SALES FIGURES ALONE.  
RATHER SURPRISINGLY, NTM COMPANIES MADE LARGER OFF-FLOOR  
SALE SALES THAN OTM COMPANIES.  
EVERY SINGLE EXHIBITOR REQUESTED EARLY NOTIFICATION  
COMMERCE'S NEXT FARNBOROUGH SHOW, AND GTE SYLVANIA,  
NOT EXHIBITING UNDER COMMERCE AEGIS, EXPRESSED DIS-  
APPOINTMENT THAT THEY HAD NOT DONE SO.

ARMSTRONG

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## Message Attributes

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04 MAY 2006

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**Type:** TE  
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